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Vol. 105 No. 11

Broadcasting Sep 12

Multichannel MDS filings eclipse LPTV record □ FCC eases AM daytimer restrictions, reaffirms family viewing decision □ Eastern Cable Show coverage □

MDS FLOOD □ Thousands of applications pour into FCC for multichannel multipoint distribution service. **PAGE 23.**

FCC ACTION □ Commission eases restrictions on AM daytimer operations and backs Wiley-commission decision on family viewing case. **PAGE 24.**

FIRST WEEK □ Executives at NBC, ABC and PBS voice approval of first-week accomplishments of new news formats. **PAGE 25.**

READY FOR ACTION □ Three broadcast networks finalize dates for fall premieres. Day-by-day chart begins on **PAGE 26-27.**

CABLE CONFAB □ Eastern Cable Show shows slight drop in attendance and exhibitors; other cable show, Jewish holiday cited. ABC Video Enterprises' Granath says cable services need to adapt to survive. Operators hear state of cable deregulation legislation from Hill members. Sports View, a new regional sports programing service centered on Southeast conference college football and basketball games, is announced. Cable Music Services announces Just for Listening cable audio format for radio stations. **PAGE 28-30.**

ON TO THE HILL □ Hollywood production community turns to Capitol Hill to head off FCC's tentative decision to lift syndication and financial interest rules. **PAGE 42.**

INTERFERENCE AFFIRMATION □ Appeals court backs FCC in refusing frequency shift for WLIB(AM) New York because it would cause interference to WCAU(AM) Philadelphia. **PAGE 44.**

ORION STUDY □ Orion Satellite presents FCC with study attacking arguments Intelsat has used against Orion's application. **PAGE 44.**

FIRST VICTORY □ Judge rules CBS doesn't have to show prebroadcast transcript to other judge in New Orleans policemen case. **PAGE 48.**

AMERICAN DEALER □ Harris Corp. agrees to distribute World System Teletext equipment manufactured by British firm in U.S. **PAGE 56.**

FINANCIAL SETTLEMENT □ Financial News Network and former executive agree on terms of dissolution of relationship. **PAGE 56.**

SULLIVAN REVISITED □ Metromedia plans Saturday evening prime time musical and entertainment program for next April. **PAGE 62.**

PAY COMBO □ Viacom and Warner complete deal which will bring second and fourth largest pay services, Showtime and Movie Channel, together. **PAGE 64.**

FRONT LINE □ USIA lends hand in U.S. effort at U.N. in presenting evidence on the downed Korean airliner. **PAGE 66.**

BLAIR EXPANSION □ Blair Television makes management expansion changes. **PAGE 71.**

AM BAND LEADER □ Gene Lothery, head of CBS-Owned AM Stations, is one of few to jump from television to radio. He's helping CBS stations weather what he calls AM's "midlife crisis."

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Business Briefly

TV ONLY

Beatrice Foods □ Introduction of new sauces for Rosarita brand Mexican food begins today (Sept. 12) and is scheduled for five weeks. Campaign will run in 13 markets: San Francisco, Los Angeles, Sacramento and San Diego, all California; Denver; Portland, Ore.; Seattle and Spokane, both Wash.; Salt Lake City; Houston; Phoenix and Tucson, Ariz., and Boise, Idaho. Spots will be divided evenly among day, prime and fringe times. Target: women, 18-49. Agency: Dailey & Associates, Los Angeles.

Luzianne Tea □ Six-week flight is set to start in early October in 40 markets. Commercials will be carried in daytime and fringe periods. Target: women, 18-49. Agency: Rosenfeld, Sirowitz & Lawson, New York.

Federal Express □ Four-week flight has been scheduled to start in early October in approximately 17 markets. Commercials will be placed in news, prime, prime-access and sports

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Ad Vantage

Eastman Radio's evaluation. Availabilities for 25-54 age group continued to lead demographics in second quarter of 1983, reaching 36%, as compared with 33% in similar period last year, according to Eastman Radio, New York. In second place was 18-49, with 17%, followed by 25-49, 10%. Most desired length of campaign was one to four weeks, accounting for 75% of requests, dwarfing five-to-nine weeks, 17%, and 10-14 weeks, 5%.

□

Really worth it. Dean Witter Reynolds Inc., New York, kicked off extensive campaign last Saturday (Sept. 10) in television, radio and print media to advance its theme: "Dean Witter: Worth Asking About," (below left). Campaign is first since brokerage firm was acquired by Sears, Roebuck & Co. in late 1981. Television commercials will be carried on all three networks on sports and news programs and on financial and business shows on cable television. Network radio spots will be presented during morning and evening drive time on news and classicial music programs. Spot radio commercials will be used in major Dean Witter markets to supplement network radio buy. Campaign will run through end of 1983. Plans for 1984 are now being developed and will include radio spots during winter Olympics and television and radio announcements during summer Olympics. Agency is BBDO New York.

Despite George Orwell... Television Bureau of Advertising has produced and distributed to member stations, for on-air use, 30-second spot extolling virtues of television in 1984 (above right). Message from TVB President Roger D. Rice, directed to television advertisers, stresses that in 1984 there will be presidential election, Olympic Games and new programs. Brochure produced by TVB also points out 1984 will have political conventions, recovering economy and congressional elections.

□

Ad numbers. Local television ad dollars rose 15.4% during first half of 1983, to $1.33 billion, up from '82's total for same period of $1.15 billion, according to Television Bureau of Advertising report. Top three local TV advertisers for this year's January-to-June period were: McDonald's Corp., $47.78 million; Pillsbury Co. (Burger King), $21.96 million, and Pepsico, Inc. (Pizza Hut and Taco Bell), $21.18 million. Chart below lists top 10 local/retail TV advertisers for first six-months of 1983, as reported by TVB. Two companies not on chart, but within top 25 local advertisers, logged largest percentage increases in ad expenditures over '82 period: Bally Manufacturing Corp., with 128% increase (from $2.48 million to $5.66 million), and Southland Corp., with 100% increase (from $3.13 million to $6.27 million).

Top 10 local/retail TV advertisers

Advertiser	Jan.-June 1982	Jan.-June 1983	% change
1. McDonald's Corp.	$41,198,800	$47,785,900	+ 16
2. Pillsbury Co. (Burger King)	11,217,100	21,961,900	+ 96
3. Pepsico, Inc. (Pizza Hut, Taco Bell)	14,569,500	21,180,000	+ 45
4. General Mills (Red Lobster Inns)	13,773,000	12,642,300	– 8
5. Wendy's International	7,537,600	12,591,000	+ 67
6. Safeway Stores	8,428,800	10,340,300	+ 23
7. Federated Dept. Stores	8,257,000	10,155,600	+ 23
8. Sears, Roebuck & Co. *	5,156,300	9,923,400	+ 92
9. R.J. Reynolds Industries (Kentucky Fried Chicken)	6,695,400	9,701,000	+ 45
10. American Stores	9,900,200	9,249,500	– 7

* Includes $1,861,000 for Sears Financial Network and $1,460,400 for Coldwell Banker real estate in 1983, and $60,200 for Coldwell Banker in 1982.

sponsored by *National Institute for Low Power Television*. Sheraton Washington hotel, Washington.

Oct. 5—*National Press Club* luncheon. Speaker: FCC Chairman Mark Fowler. National Press Club, Washington.

Oct. 6—*National Coalition on Television Violence* conference, "Violence on Television: A National Health Issue?" George Washington University, Washington.

Oct. 6—*Radio Advertising Bureau* retail and co-op workshop. Sheraton Denver-Airport, Denver.

Oct. 6-8—*Women in Cable* national conference, "Cable in Context: The Challenge of Change." Colonnade hotel, Boston. Information: Charles Self (202) 296-7245.

Oct. 6-9—*National Black Media Coalition* 10th anniversary media conference, "Trends, Changes and New Directions." Speakers include: FCC Commissioner Henry Rivera; Representatives Tim Wirth (D-Colo.) and Mickey Leland (D-Tex.); National Cable Television Association President Tom Wheeler; Al Neuharth, Gannett; Joel Chaseman, Post-Newsweek; Ed Pfister, Corporation for Public Broadcasting, and Felicia Jeter, CBS's *Nightwatch*. Hyatt-Regency, Washington.

Oct. 7-9—"Economic Issues" conference for journalists sponsored by *Foundation for American Communications* and co-sponsored by *Gates Foundation* and *Colorado Broadcasters Association*. Keystone Conference Center, Keystone, Colo. Information: (213) 851-7372.

Oct. 8—*Illinois News Broadcasters Association* annual meeting. Speaker: Joseph Dembo, VP, CBS Radio News. Holiday Inn Convention Center, Decatur.

Oct. 8-9—Third annual National Video Festival, sponsored by *Sony*. Kennedy Center, Washington.

Oct. 9-11—*Texas Association of Broadcasters* fall engineering conference and convention. Hyatt Regency, Fort Worth.

Oct. 9-11—Southwestern regional convention of *National Religious Broadcasters*. Tulsa, Okla.

Oct. 9-11—*Pennsylvania Association of Broadcasters* annual fall convention. Buck Hill Inn, Buck Hill Falls, Pa. Information: Robert Maurer, PAB, 407 North Front Street, Harrisburg, Pa., 17101; (717) 233-3511.

Oct. 10-12—"Children's Television: Still Growing Strong," conference sponsored by *National Association of Broadcasters' Children's Television Committee*. Hyatt Regency, Washington.

Oct. 11—*Radio Advertising Bureau* retail and co-op workshop. Hilton Inn, Springfield, Va.

Oct. 11—Technical seminar sponsored by *Bay Area Cable Club and Northern California Chapter of Women in Cable*. Gallagher's, Jack London Square, Oakland, Calif.

Oct. 11-15—58th Grand Ole Opry birthday celebration and annual country music celebration. Grand Ole Opry, Nashville.

Oct. 13—*Radio Advertising Bureau* retail and co-op workshop. White Plains hotel, White Plains, N.Y.

Oct. 12-13—*National Association of Broadcasters'* 16th AM directional antenna seminar. Airport Marriott Inn, Cleveland.

Oct. 12-13—*Ohio Association of Broadcasters* fall convention. Hyatt Regency, Columbus, Ohio.

Oct. 12-16—*Women in Communications* national conference, "Pro/Con: '83; Framing the Future." Bellevue Stratford hotel, Philadelphia.

Oct. 13—*Radio Advertising Bureau* retail and co-op workshop. Sheraton Tara, Braintree, Boston.

Oct. 13-16—*Ohio Association of Broadcasters* fall convention. Epcot Center, Orlando, Fla.

Oct. 16-18—*North Carolina Association of Broadcasters* annual convention. Marriott hotel, Raleigh, N.C.

Oct. 18—*International Association of Satellite Users* monthly meeting. Twin Bridges Marriott, Arlington, Va.

Open Mike

Money addition

EDITOR: That was an excellent special report on the blossoming business news programs (BROADCASTING, Aug. 15). Would you please postscript your report to include our very own money and finance program, *Marc Sommers on Money*, which is seen as a portion of our self-help show, *Your Hour*, aired over the Satellite Program Network to over 6.5 million TV households.—*Kathy Marshall Pastore, marketing director, MidAmerica Broadcasting System, Wichita, Kan.*

Another first

EDITOR: To continue the debate of who gets the kudos as having attempted the first all-news format in the country...

Both XETRA and WNUS were preceded by a San Francisco station that began a continuous news format in May 1960. Argonaut Broadcasting bought KJBS in that year, changed the call letters to KFAX(AM) ("K-Facts"), and introduced a revolutionary "newspaper of the air" concept. The station presented continuous news in the style of a newspaper, complete with a sports page, cooking features and a "comics page" (comedy records).

The project was an utter flop—the station had lost a quarter of a million dollars by September of that year. The format was dropped in favor of a proved money-maker: radio religion. KFAX has successfully operated with that format to this day.—*John F. Schneider, president, Northwest Broadcast Systems, Seattle.*

Solomon search

EDITOR: The Solomon Islands Broadcasting Corp. has invited me to carry out some research into the history of broadcasting in the Solomon Islands. So far, my research has indicated that the first radio broadcasting station was established here on Guadalcanal by the American military in 1944. The station, WVUQ, was an outlet of the "Mosquito Network" operated by the American Forces Radio Service. Another station, WVTJ, was sited at Munda on New Georgia. It would be of considerable value to my research project if I could make contact with any American broadcasters who may have been involved in any way with the AFRS operations in Solomon Islands during the Second World War.

In particular I am looking for George Dvorak (program director of WVUQ in 1944) and Parnell Gould (AFRS Southwest Pacific). Other people of interest are former combat correspondents Jack De Chant, Howard Biggerstaff and Jim Hardin. These men made a recording of an air attack on Henderson Field here on Guadalcanal in 1943. This is possibly the earliest known recording made on the island.—*Martin Hadlow, Solomon Islands Broadcasting Corp., Box 654, Honiara, Guadalcanal, Solomon Islands.*

Classical add

EDITOR: Whenever you run articles with lists of companies, such as your enumeration of syndicators in the Aug. 29 issue, I suppose you must get a raft of "what-about-me" letters... of which this is one.

I'm not sure just who "is the largest distributor of classical music in the country," but I do know that WCRB Productions is the only one producing and distributing for three major American orchestras. For these three series, The Boston Symphony Orchestra, The New York Philharmonic and the Boston Pops Orchestra, we produce 156 concert-length programs each year; that's three out of the four American orchestra series that run 52 weeks a year. At last count there were just under 440 radio stations in the United States, Canada, Japan, United Kingdom and Europe that broadcast these programs. That's over 135,000 hours of broadcasts a *year*.—*John M. Emery, manager, WCRB Productions, Waltham, Mass.*

Errata

Perspective on the Economy, radio series produced and syndicated by The Syndicate, is **offered at no cost**, not barter as reported in Aug. 29 issue.

□

Linda Lipman, director of sales, **WNBC-TV**, New York, **named manager of press and publicity**, not station manager, as reported in "Fates & Fortunes," Sept. 5.

□

United Cable TV is not shutting down its STV operation as reported in BROADCASTING, Sept. 5. In company's 1983 annual report United said it intends to divest its interest in HEN Inc., its STV subsidiary, but will continue to operate it until buyer is found.

□

XETRA-AM-FM Tijuana, Mexico, was inadvertantly omitted by Arbitron from BROADCASTING's annual survey of **top 10 stations** in top 50 markets, (Aug. 29 issue). Listing for San Diego, the 20th market, should have read:

1.	KJQY(FM)	btfl music	25,800
2.	KFMB(AM)	adult contemp.	25,200
3.	KGB-FM	AOR	17,000
	XETRA(FM)	new music	17,000
5.	KYXY(FM)	adult contemp.	16,200
6.	KFMB-FM	soft contemp.	15,800
7.	KPRI(FM)	AOR	13,200
8.	XETRA(AM)	adult contemp.	12,900
9.	KSDO(AM)	news/talk	11,900
10.	KBZT(FM)	adult contemp.	11,800

In survey's listing for **Nassau-Suffolk, N.Y.** (market number 12), extra digit was added to listenership figure for each station.

In listing for **San Antonio, Tex.** (market 38), KXXL(FM)'s format should have been AOR.

lowed to operate with only limited power, far less than the maximum 500 w, and not all will be allowed to operate the full two hours post sunset. The commission, which has already completed the necessary calculations, will notify the stations regarding the extended time they will be allowed to broadcast.

When fully implemented, the commission's rules will permit a dozen stations operating east of dominant IA outlets to begin their broadcast day at 6 a.m. Some two dozen operating west of the dominant station and outside of its service area will also be permitted to start at 6 a.m. local time, regardless of the time of sunrise at the dominant station. Two hundred daytimers operating on Canadian clears will be allowed to start their broadcast day at 6 a.m. when the Canadian agreement is completed. And 2,000 stations—all but 406 of the existing daytimers—will be able to operate for up to two hours after sunset with up to 500 w.

■ In other actions, the commission:

Adopted rules to accommodate a shift of fixed services now located in the 12 ghz band to the 13, 6 and 18 ghz bands. The shift was required because of the allocation of the 12.2-12.7 ghz band to the DBS service on a primary basis. The 18 ghz band is now occupied by cable relay services and, to a lesser degree, broadcast auxiliary (fixed only) operations. Some 2,000 microwave operators are being displaced.

Granted Satellite Business System's application to lease on a long-term basis (six years) five transponders to Skyband, a joint venture of News Satellite Telecommunications Ltd. and Inter American Satellite Television Co. which plans to begin direct broadcast satellite service in the 12/14 ghz band, in the fall.

Initiated a notice of inquiry to help it develop policy for banning the transmission of obscene materials on common carrier facilities. □

Taking stock of the new newscasts

After a week of its new hour-long format, 'MacNeil/Lehrer' staff is pleased; ABC and NBC content with switch to single-anchor formats

With the challenge of covering two of the most dramatic international stories in recent memory—the shooting down of a South Korean passenger jetliner (with 60 Americans on board) by the Russians and the escalating conflict in Lebanon where the U.S. Marines suffered their first casualities—NBC and ABC launched their sole-anchor evening news formats out of New York last week and PBS's *MacNeil/Lehrer* expanded to an hour.

The news executives involved expressed confidence that the changes were the right ones, although they said that a valid assessment was difficult after just one week.

National ratings for the news programs will not be available until later this week, and the overnight ratings that were available for three markets—New York, Los Angeles and Chicago—were indecisive. In Chicago, where, according to the July sweeps, CBS O&O WBBM-TV leads the local news race, the *CBS Evening News* led among the network news programs for Monday, Tuesday and Wednesday last week with an average 9.0 rating/19 share, edging out the *NBC Nightly News*'s 8.8/18.3, while ABC scored a 6.9/14.3. But in Los Angeles where the local news leader is ABC's KABC-TV, *CBS Evening News* came out on top again with a three-day average of 8.7/16.6, while ABC's *World News Tonight* averaged a 7.8/15.3 and *Nightly News* a 5.3/12. And in New York, where the battle for local news audience is very tight, NBC averaged more than a full rating point higher for the first three days of last week than either of its two competitors with 7.8/17. CBS finished second with a 6.3/13.7, followed by ABC with a 5.5/12.3.

For the week ended Sept. 2, the national Nielsens showed CBS on top by close to three points with a 12.6/26, followed by NBC with a 9.9/20 and ABC with a 9.6/20.

PBS's *MacNeil/Lehrer Newshour* aired for the first time on Labor Day (Sept. 5) as a one-hour newscast and executive editor and co-anchor Robin MacNeil reports that while the first night was "a bit rough, we are confident after having gotten through it that the concept is essentially right and that what is needed is day-to-day fine tuning."

For the near term, MacNeil said, the *Newshour* staff has two objectives: to get comfortable with the new format, which will take perhaps a few weeks, and to convince "a skeptical world" that it has the ability to produce all the various elements it intends to deliver.

Filling up the hour each night won't be a problem. "Absolutely not," said MacNeil, adding that, to the contrary, "we'll have some hard choices," as to what to use and what to cut.

Over at NBC, "we are pleased with the results so far," said William Wheatley, senior producer of *Nightly News*, of that program's switch to a sole-anchor format with Tom Brokaw. Roger Mudd, who had been co-anchor with Brokaw until last Monday (Sept. 5), was on vacation during Brokaw's debut last week and it's understood he will make a decision this week as to whether or not to stay with NBC News.

Robert Frye, executive producer of ABC's *World News Tonight*, uses the word "evolution" to define the changes taking place in that program. And, like MacNeil, he noted that slight adjustments here and there will continue for a while. "We discover something else to be taken care of" each evening, he said. Most of the changes, he added, are operational, such as perfecting the camera angles. Editorially, the program is in a state of flux as well. "We're still looking at a lot of ways to approach various stories," he said. "The form and concepts are still very much in an evolutionary stage." □

State of the industry. The financial outlook for the radio industry is on the rise. According to the National Association of Broadcasters annual financial survey of radio stations in 1982; the profit margin for "the typical radio station" rose from 3.5% in 1981 to 9.4% in 1982. The survey also showed that 67% of the 1,618 radio stations participating in the survey reported profits, while only 58% of the 1,704 stations participating in the 1981 survey reported profits.

According to the survey, advertising revenues rose 21% in 1982 and national and regional spot sales climbed 37%. Local sales increased 19% over the 1981 results. Total operating expenses also rose 11.2% in 1982. Sales and promotion costs, the survey said, climbed 32% over 1981, and payroll costs also grew 14%. Below are estimates of revenues, profits and expenses of NAB's typical station in 1981-82.

	1982	1981	% change
Total time sales	$562,500	$465,000	+ 21.0
Network compensation	0	0	0.0
National radio spot	79,200	57,700	+ 37.3
Local advertising sales	483,300	407,300	+ 18.7
Total broadcast revenues	542,300	457,600	+ 18.5
Non-broadcast revenue	1,100	1,000	+ 10.0
Trade-outs and barter	22,200	15,500	+ 43.2
Total operating expenses	491,200	441,800	+ 11.2
Engineering	29,700	28,300	+ 4.9
Program (news and production)	138,000	122,400	+ 12.7
Sales (advertising and promotion)	133,200	101,100	+ 31.8
General and administrative	190,300	190,000	+ 0.2
Selected expense items			
Total salaries	250,300	219,700	+ 13.9
Depreciation and amortization	32,600	24,200	+ 34.7
Cost of outside news service	7,300	7,100	+ 2.8
Music license fees	13,600	10,800	+ 25.9
Pre-tax profit	51,100	15,800	+223.4
Pre-tax profit margin	9.42%	3.46%	5.96 *
Full-time employment	14	14	0

* percentage point difference

Ratings Roundup

With big help from "The Godfather," NBC-TV moved to the top of the prime time ratings for the week ended Sept. 4—its fifth weekly win since the start of the summer season in mid-April. NBC scored an average Nielsen rating/share of 13.5/25, with CBS-TV second at 12.8/23 and ABC third at 11.3/21.

NBC had four of the week's top 10 programs, and three of those were its three "Godfather" repeat episodes. (The first episode played the preceding week.) The second episode, on Monday from 9 to 11 p.m. NYT, easily took its time period with a 16.5/27, and the third episode on Tuesday night did even better with an 18.7/31 that trounced repeats of ABC's regular Tuesday lineup and also outpointed a *Miss Teen USA* special on CBS whose 15.8/26 nevertheless ranked it eighth for the week. "The Godfather" conclusion, Thursday from 8 to 11, slipped back to 15.5/26, behind repeats of CBS's regular lineup (17.1/29) but ahead of ABC's mixture of repeats and originals (11.7/20).

NBC's other top 10 program was a repeat episode of its hottest new series, *A Team* (18.0/32).

CBS played off a pilot, *Johnny Blue*, a detective story set in New Orleans, on Sunday night at 10-11 and pulled an 8.8/17, ranking 58th. College football on ABC Saturday night, UCLA vs. Georgia, came in with a 10.2/22. But ABC's *Two Marriages* summer series remained relatively strong in moving into the Wednesday 9-10 period, scoring a 14.9/25 to tie (with CBS's *60 Minutes*) for 11th place for the week.

The First 20

1.	*Simon & Simon*	CBS 20.3/33
2.	*NBC Movie of the Week*—"The Godfather," part 3	NBC 19.7/31
3.	*Magnum, P.I.*	CBS 18.5/32
4.	*A Team*	NBC 18.0/32
5.	*NBC Monday Night Movies*—"Godfather," part 2	NBC 16.5/27
6.	*Three's Company*	ABC 16.2/26
7.	*Fall Guy*	ABC 15.9/29
8.	*Miss Teen USA*	CBS 15.8/26
9.	*NBC Monday Night Movies*— "The Godfather", part 4	NBC 15.5/26
10.	*Newhart*	CBS 15.1/24
11.	*60 Minutes*	CBS 14.9/33
11.	*Two Marriages*	ABC 14.9/25
13.	*St. Elsewhere*	NBC 14.6/26
14.	*9 to 5*	ABC 14.5/23
15.	*20/20*	ABC 14.2/24
16.	*Facts of Life*	NBC 14.1/23
17.	*Knight Rider*	NBC 13.8/28
17.	*M*A*S*H*	CBS 13.8/22
19.	*NBC Sunday Night Movie*—"Deadly Treasure"	NBC 13.5/26
19.	*Family Ties*	NBC 13.5/22

The Final Five

58.	*Johnny Blue*	CBS	8.8/17
59.	*ABC Movie Special*—"The Bad News Bears"	ABC	8.7/18
60.	*Powers of Matthew Star*	NBC	7.5/17
61.	*Casablanca—part 2*	NBC	7.1/15
62.	*Walt Disney—The Omega Connection*	CBS	6.4/14

NBC does it live. NBC-TV will kick off its prime time premiere week with a series of three variety specials that could become a mid-season replacement series next January. NBC Entertainment President Brandon Tartikoff called *Live and In Person* "a launching pad for a mid-season series" and said the network was pleased to be bringing back "something that used to be a major staple of TV—the live presentation of broad-based entertainment." Paramount Television, in association with Katz-Gallin Producitons, will produce the three one-hour shows from the Shrine Auditorium in Los Angeles, for airing 10-11 p.m. NYT Sept. 27-29. Marty Pasetta and Kenny Solms will co-produce, with Pasetta directing. Sandy Gallin, a producer and Hollywood talent manager, makes his on-camera debut as host. Among the celebrities and musical groups appearing will be Neil Diamond, Dolly Parton, Barry Manilow, Joan Rivers, Kenny Rogers, Rod Stewart, Mac Davis, Linda Ronstadt, Lily Tomlin, Cher, Menudo, Men at Work, Liberace, Culture Club and David Brenner.

erably below what the three networks charge for a comparable period. In addition, Metromedia estimated the show would score a 10 (NTI) rating. □

Viacom, Warner complete merger deal

WCI pays $70 million to Viacom in agreement to bring cable's second- and fourth-largest pay services under single roof

Viacom, Warner Communications Inc. and Warner Amex Cable Communications closed their agreement on Sept. 2 to merge Viacom's Showtime with The Movie Channel, the fourth largest pay cable service, operated by Warner Amex Satellite Communications Co., jointly owned by WCI and American Express.

Under the merger agreement, Viacom will own 50% of the merged pay services, which, according to a Viacom spokesman, will be offered essentially as they are now with no significant changes in format. Showtime will continue to be marketed as a broad-based service with a variety of programing, including movies, specials (concerts and Broadway show adaptations) and series. The Movie Channel will continue exclusively to show films.

WCI receives a 31% interest in the merged pay services for which the corporate title is now Showtime/The Movie Channel Inc. For that interest, WCI has paid Viacom $40 million cash and also will pay Viacom an additional $30 million in equal installments over the next six years for consulting services. Warner Amex did not pay cash, but simply traded its 100% stake in The Movie Channel for a 19% share in the merged company. Showtime has been valued at about $150 million and the Movie Channel at about $90 million.

The assets of both services are being pooled into the merged company, including all program holdings and rights, studio facilities and three transponders on Satcom III-R. In addition, Viacom is chipping in two other transponders to which it holds the rights to on Hughes's Galaxy I.

Last week the chairmen of the three partner companies were hailing the agreement as one that would give the merged services greater financial clout and the ability to compete more effectively against Time Inc.'s Home Box Office in the program marketplace. Although even as a merged company, Showtime/The Movie Channel Inc., with the second and fourth largest pay-cable services under its wing, still has a way to go to catch up to the combined subscriber base of HBO (15 million) and sister service Cinemax (3 million). Showtime now has about 4.5 million subscribers and The Movie Channel about 2.5 million.

The merged company may also enter the pay-per-view business. "Viacom not only gains an equity interest in a second pay television channel," said Ralph Baruch, chairman of Viacom International, "but through the venture is better positioned to go forward in pay-per-view and in the pay television market not only in the United States, but throughout the world."

While the companies indicated that they would expand their West Coast programing offices, it's possible that layoffs will be imposed in other departments of the merged services. "When two organizations consolidate into one," said a Viacom spokesman, "there are bound to be some changes."

As expected, Mike Weinblatt, president of Showtime, was appointed president and chief operating officer of the merged services. A Showtime spokesman said the position of chairman and chief executive officer may be created and that Weinblatt has not been excluded from taking that position.

The merger comes after two previous attempts to bring five partners into a merger of the two services, including three movie companies—Paramount, Unviersal and Warner Brothers—and Viacom and American Express. However, those proposals were blocked by the Justice Department on antitrust grounds (BROADCASTING, June 13, et. seq.) □

Executive's son indicted in murder. Rick Kyle, 20, the eldest son of Four Star International President Henry H. Kyle, has been indicted by the Los Angeles county grand jury for the murder of his father, shot to death July 22 in his Los Angeles home (BROADCASTING Aug. 1). The younger Kyle was indicted Aug. 30 for first-degree murder and use of a handgun during commission of a crime. Rick Kyle was bequeathed nearly half of his father's $60-million estate under terms of a 1978 will filed last July in Dallas, where Rick Kyle had been living, but Los Angeles police detectives say a copy of a will containing "significant changes" was found in the elder Kyle's briefcase after the shooting. The revised will had not been signed or witnessed, however.

Todd. None has other broadcast interests. Buyer is Daytona Beach, Fla.-based company, former owner of Coca-Cola franchises and headed by Chapman S. Root. It has no other broadcast interests. Filed Aug. 30.

■ WEIC-AM-FM Charleston, Ill. (1270 khz, 1 kw-D, 500 w-N, DA-2; FM: 92.1 mhz, 2.2 kw, HAAT: 140 ft.)—Seeks assignment of license from Macomb Broadcasting Co. to Com-Sat Communications Inc. for $650,000. Seller is principally owned by Ernest Huls, president, who is also selling WKIO(FM) Urbana, Ill. (see below). Buyer is owned by Stephen H. Garman, president. He is general manager of WEIC-AM-FM. Filed Aug. 25.

■ WDDD-TV Marion, Ill. (ch. 27, 2,600 kw vis., 260 kw aur.; HAAT: 775 ft.)—Seeks transfer of control of Channel 27 Inc. from Channel 27 Inc. (100% before; none after) to Tri-State Christian TV Inc. (none before; 100% after). Consideration: $1.2 million. Principals: Seller is owned by Dennis F. Doelitzsch (95.5%) and his wife, Joann F. (4.5%). Dennis Doelitzsch also owns WDDD(FM) Marion and WDDW(AM) Johnson City, both Illinois. Buyer is nonprofit corporation, headed by Garth Coonce, president. It has no other broadcast interests. Filed Aug. 24.

■ WKIO(FM) Urbana, Ill. (103.9 mhz, 3 kw; HAAT: 145 ft.)—Seeks transfer of control of Macomb Broadcasting Co. from Ernest Huls (70% before; none after) to Macomb Broadcasting Co. (30% before; 100% after). Consideration: $600,000. Seller is also selling WEIC-AM-FM Charleston, Ill. (see above). Buyer is owned by William A. Earman, president, who already owns 30%. Filed Aug. 25.

■ KAPB(AM)-KWLB-FM Marksville, La. (1370 khz, 1 kw-D; FM: 97.7 mhz, 3 kw, HAAT: 204 ft.)—Seeks assignment of license from Avoyelles Broadcasting Corp. to Kenneth W. Sasso for $260,000. Seller is headed by Guy C. Bellups Jr., president. It has no other broadcast interests. Buyer has been broadcaster for 20 years at various stations, including WWL New Orleans, and is owner of New Orleans-based talent placement company. Filed Aug. 29.

■ WCTD-FM Federalsburg, Md. (107.1 mhz, 2.65 kw, HAAT: 320 ft.)—Seeks assignment of license from Caroline Broadcasting Co. Inc. to Mid-Shore Communications Corp. for $400,000. Seller is headed by Phil Adams, president and general manager. It has no other broadcast interests. Buyer is owned by Ernest R. Colburn, president and wife, Nancy E. (51% jointly) and Frederick P. Koester and wife, Glenna J. (49% jointly). Ernest Colburn is vice president of Rau Radio Stations Inc., which sold, WNAV(AM)-WLOM-FM Annapolis, Md. (BROADCASTING, Sept. 5) and WDOV(AM)-WDSD(FM) Dover, Del. (BROADCASTING, Sept. 5). It also owns three AM's and three FM's. Nancy Colburn is office manager at Chevy Chase, Md. department store. Frederick Koester is general manager of WNAV(AM)-WLOM-FM Annapolis. Glenna Koester is Queen Annes county, Md. school teacher. Filed Aug. 30.

■ KSTF(TV) Scottsbluff, Neb.; KYCU-TV Cheyenne, Wyo., and KTVS(TV) Sterling, Colo. (KSTF: ch. 10, 240 kw vis., 24 kw aur.; HAAT: 840 ft.; KYCU-TV: ch. 5, 100 kw vis., 10 kw aur.; HAAT: 620 ft., and KTVS(TV): ch. 3, 60.6 kw vis., 6 kw aur., and HAAT: 760 ft.)—Seeks assignment of license from Wyneco Communications Inc. to Burke Broadcasting Co. of Cheyenne for $9.7 million (BROADCASTING, Aug. 8). Seller is owned by Lamb Enterprises Inc., Toledo, Ohio-based company, headed by Edward Lamb, chairman. It also owns WICU-TV Erie, Pa. Buyer is owned by A.T. Burke, president (97.9%) and K. Dillon Schickli (2.1%). Burke is Longview, Tex.-based president of bottling company. He has no other broadcast interests. Filed Aug. 30.

■ WMYL(AM)-WIZR-FM Johnstown, N.Y. (930 khz, 1 kw-D; FM: 104.9 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from P&L Broadcasting of Johnstown Inc. to Hometown Broadcasting Corp. for $275,000. Seller is owned by Norman T. Pinkard, chairman (two-thirds) and Breverly G. Littles (one-third). It has no other broadcast interests. Buyer is equally owned by Matthew H. Matarazo, president, Thomas H. Shafer, Robert L. Hill and Joseph A. Reilly (25% each). Hill owns 87% of WHRL(FM) Albany, N.Y. Rest have no other broadcast interests. Filed Aug. 29.

■ WHEC-TV Rochester, N.Y. (CBS, ch. 10, 316 kw vis., 39.8 kw aur.; HAAT: 500 ft. WDIA: 1070 khz, 50 kw-D, 5 kw-N, DA-2; KDIA: 1310 khz, 5 kw-U, DA-1)—Seeks assignment of license from BENI Broadcasting of Rochester Inc. to Viacom Broadcasting Inc. for $24.5 million plus swap of WDIA(AM) Memphis and KDIA(AM) Oakland, Calif. (BROADCASTING, July 18). Seller, based in Philadelphia is principally owned by Ragan A. Henry, president. It owns WPDQ(AM) Jacksonville, Fla.; WAOK(AM) Atlanta; WTLC(FM) Indianapolis; WITH(AM) Baltimore; WBLZ(FM) Hamilton, Ohio, and WJAS(AM) Pittsburgh. Buyer, based in New York, is publicly traded company headed by Ralph M. Baruch, chairman. It is broadcast group owner, cable MSO and major program distributor. It recently bought KSLA-TV Shreveport, La. (BROADCASTING, April 18). Filed Aug. 26.

■ WCSL(AM) Cherryville, N.C. (1590 khz, 500 w-D)—Seeks assignment of license from Mark Media Inc. to Calvin Robert Hastings for $300,000. Seller is headed by J. Ardell Sink, president. It also has interest in WKYK(AM) Burnsville, N.C., application for new FM at Andrews, S.C., and LPTV at Burnsville. Buyer is headed by Calvin Robert Hastings, who is general manager of WCSL. Filed Aug. 30.

■ WYNC(AM) Yanceyville, N.C. (1540 khz, 1 kw-D)—Seeks assignment of license from Bright Leaf Broadcasting Co. Inc. to Ansum Broadcasting Co. for $80,000. Seller is headed by Robert E. Johnson, president, who has interest in WYAK-AM-FM Surfside Beach/Garden City, S.C. Buyer is owned by Wilbur W. Brann, president; A. Thomas Bowes, Robert L. Dixon and T. Elmo Mitchell (25% each). Brann is director of operations and engineering for TV at Durham Life Broadcasting Inc. Filed Aug. 29.

■ KPET(AM) Lamesa, Tex. (690 khz, 250 w-U)—Seeks assignment of license from KPET Radio Inc. to Richard B. Schiro for $370,000. Seller is headed by Galen O. Gilbert, president. Buyer has no other broadcast interests. Filed Aug. 29.

Actions

■ WBYE(AM) Calera, Ala. (1370 khz, 1 kw-D)—Granted assignment of license from Ralph W. Sears to B.M. Murchison for $150,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. (BAL-830627ED). Action Aug. 18.

■ WSWL(AM) Milton, Fla. (1330 khz, 5 kw-D)—Granted assignment of license from Bright Horizons Productions Inc. to Wave Express Broadcasting Co. Inc. for assumption of $31,250 in debts. Seller is owned by Hans Bott, president (35%), his wife, Christa (1%) and Robert Switzer and his wife, Jean (64% jointly). It has no other broadcast interests. Buyer is equally owned by Neal Nussbaum, president and Mark Bauer, chairman. They also own WWET(FM) Monticello, Ind., and WKIQ(FM) Bowling Green, Ohio. (BAL-830706FF). Action Aug. 22.

■ WWJZ(AM) Sanford, Fla. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from Sunshine Air Broadcasting Corp. to William A. Masi for $283,000, including $3,000 noncompete agreement. Seller is owned by William N. Udell, president. It also has interest in WIMS-(AM) Michigan City, Ind.; WKAM(AM)-WZOM(FM) Goshen, Ind. Buyer has interest in WVCF(AM) Ocoee, Fla., and WBGC(AM) Chipley, Fla. (BAL-830622FI). Action Aug. 22.

■ WAMT(AM)-WAJX(FM) Titusville, Fla. (1060 khz, 10 kw-D, 5 kw-N, DA-1; FM: 98.3 mhz, 3 kw, HAAT: 234 ft.)—Granted transfer of control of Brevard Broadcasting Co. from Alastair and Edith P. Martin (100% before; none after) to Ogden Newspapers Inc. (none before; 100% after). Consideration: $700,000, including $200,000 noncompete agreement. Seller is equally owned by Alastair B. Martin and wife, Edith P. They also own five AM's and five FM's. Buyer, based in West Virginia, is headed by G. Ogden Nutting, president. It owns 15 daily newspapers in West Virginia, Florida, Iowa, Minnesota and New York; WGSN(AM)-WNMB(FM) North Myrtle Beach, S.C., and WTON(AM) Staunton, Va. (BTC-830706FI). Action Aug. 22.

■ WWWC(AM) Wilkesboro, N.C. (1240 khz, 500 w-D, 250 w-N)—Granted assignment of license from WWWC Inc. to Tomlinson Broadcasting Corp. of Wilkes County for $410,000. Seller is headed by Jeff B. Wilson, president. It has no other broadcast interests. Buyer is owned by Billy G. Tomlinson, president; wife, Helen A. Tomlinson (46 7/8% each); and their son, Omer C. (6 1/4%). Omer C. Tomlinson is director of operations for WCLI(AM)-WZKZ(FM) Corning, N.Y. (BAL-830630EQ). Action Aug. 18.

■ KWOK(AM) Wagoner, Okla. (1530 khz, 500 w-D)—Granted assignment of license from Sherman Enterprises Inc. to Telemonde Corp. for $165,000 plus $15,000 noncompete agreement. Seller is principally owned by Philip Sherman. It has no other broadcast interests. Buyer is owned by Ellen Nelson Durfey, president; her husband, Thomas C. (30% each), and their children, Kendall C., and Nelson T. (20% each). Thomas Durfey is former principal owner of WHVW-AM-FM Hyde Park, N.Y.; Ellen Durfey is former traffic director at WHVW-FM. (BAL-830707FH). Action Aug. 18.

■ KDOV(AM) Ashland, Ore. (1350 khz, 1 kw-D)—Granted assignment of license from Faith Tabernacle Inc. to Atkinson Adventures for $372,500. Seller is headed by Leo C. Wine, president. It has no other broadcast interests. Buyer is owned by Perry A. Atkinson and his wife, Peggy K.; Lee Rehana and wife, Bernice (25% each). Perry A. Atkinson is applicant for new AM at Placerville, Calif. (BAL-830630ES). Action Aug. 18.

■ KNNX(AM) Huntsville, Tex. (1400 khz, 1 kw-D, 250 w-N)—Granted assignment of license from East Texas Wireless Radio to Broadcast Communcations Inc. for $425,000. Seller is principally owned by Peggie McClish Werlinger (51%). It has no other broadcast interests. Buyer is owned by Jack B. Nichols, president; Jack Haney (45% each), and J.D. Dickenson (10%). It also is applicant for new AM at Huntsville, Tex. (BAL-830627EE). Action Aug. 18.

■ KMMZ(AM) Greybull, Wyo. (1140 khz, 10 kw-D)—Application dismissed for transfer of control of KMMZ Radio Ltd. from Dennis E. Reno (20% before; none after) to Jesse Ames Crosby (none before; 20% after). Consideration: Assumption of approximately $24,000 in outstanding bank notes. Principals: Seller is owned by Robert Baird (80% nonvoting stock) and Dennis E. Reno (20%). Reno is also permittee of KZMQ(FM) Greybull. Buyer is program and news director at KMMZ and has no other broadcast interests. (BTC-830314EL). Action Aug. 19.

Summary of broadcasting as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	205	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.

Facilities changes

AM applications

Tendered

■ KIPR (1260 khz) Diobli, Tex.—Seeks CP to change city of license to Huntington, Tex.; change power to 500 w, and change TL. Major environmental action under section 1.1305. Ann. Aug. 29.

Accepted

■ KIEV (870 khz) Glendale, Calif.—Seeks modification of CP (800904AE) to change night TL and change to DA-N. Major environmental action under section 1.1305. Ann. Aug. 29.

FM applications

Tendered

■ KNDE (99.5 mhz) Tucson, Ariz.—Seeks CP to change ERP to 100 kw and change HAAT to 172 ft. Ann. Aug. 30.

■ KCFS (90.1 mhz) Sioux Falls, S.D.—Seeks CP to change frequency to 90.7 mhz. Ann. Aug. 30.

Accepted

■ KLOS 95.5 mhz) Los Angeles—Seeks CP to make